

REMARKS

Claims 2-3, 11-59, and 68-80 have been cancelled. New Claims 81-86 have been added. Claims 1, 4-10, and 60-67 have been amended to clarify the subject matter regarded as the invention. Claims 1, 4-10, 60-67, and 81-86 are pending.

Claim Rejections – 35 U.S.C. §103(a)

Claims 1, 4-10, and 60-67 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Walker (U.S. Patent No. 7,801,802) in view of Fisher (U.S. Patent No. 5,835,896) and Sheth (U.S. Pub. No. 2001/0032170). The rejections are respectfully traversed.

As amended, independent Claims 1 and 60 each recite determining, “based at least in part on receiving [a] second bid, that [a] second bidder meets a condition for receiving a first level of bid data, wherein the first level of bid data comprises information associated with [a] first bid.” The independent claims each further recite “receiv[ing] a third bid from the second bidder” and “determin[ing], based at least in part on receiving the third bid, that the second bidder meets a condition for receiving a second level of bid data, wherein the second level of bid data comprises additional information that is not included in the first level of bid data.” Support for the amendments may be found, without limitation, in Pages 22-24 of the Specification. The cited references: Walker, Fisher, and Sheth, whether considered individually or in combination, do not disclose these limitations. In particular, the references do not disclose displaying different levels of bid data to a bidder depending on whether that bidder’s bids meet various conditions. Accordingly, independent Claims 1 and 60 are believed to be allowable.

Claims 4-10, 61-67 and 81-86 depend, either directly or indirectly, from the aforementioned independent claims and are therefore believed to be allowable for the same reasons described above.

New Claims

Support for new Claims 81-86 may be found, without limitation, on Page 14 of the Specification. No new matter has been added.

The foregoing amendments are not to be taken as an admission of unpatentability of any of the claims prior to the amendments.

Reconsideration of the application and allowance of all claims are respectfully requested based on the preceding remarks. If at any time the Examiner believes that an interview would be helpful, please contact the undersigned.

Respectfully submitted,

Dated: April 12, 2012

/Robyn Wagner/
Robyn Wagner
Registration No. 50,575
V 408-973-2596
F 408-973-2595

VAN PELT, YI & JAMES LLP
10050 N. Foothill Blvd., Suite 200
Cupertino, CA 95014